

Eckes-Granini acquires minority stake in ginger shot start-up Kloster Kitchen

Nieder-Olm, 9th March, 2021. Eckes-Granini Group GmbH, the leading supplier of fruit juices and fruit-based beverages in Europe, is acquiring a minority stake (49 percent) in the Franconian ginger-shot start-up Curameo AG and its Kloster Kitchen brand. The current shareholders, consisting of the founders and the INTRO Group around the entrepreneur Hans Rudolf Wöhr, remain involved. Founder and CEO Mario Fürst will continue to be responsible for the start-up's strategy and operations. There are also no plans for organizational changes. Kloster Kitchen will continue to operate independently and autonomously in the market.

Founded end of 2015, Kloster Kitchen is now the market leader in the German shot market. Kloster Kitchen produces ginger shots with real ginger pieces in organic quality. With its attractive product portfolio, the Nuremberg-based company is considered a pioneer of the new beverage category "Organic Power Drinks" and has successfully tapped into this premium segment in recent years. In the process, the company has been able to achieve strong growth in e-commerce in particular, in addition to over-the-counter retail.

"With our entry into Kloster Kitchen, we want to participate in the future success of the company and will accompany it constructively as a minority shareholder. This means that we will naturally provide Mario Fürst and his team with our expertise," emphasizes Tim Berger, CEO of the Eckes-Granini Group.

"With the participation of Eckes-Granini, we are not only gaining a strong partner, but will also benefit in the future from the many years of experience and expertise of the European market leader. This will enable us to continue on our growth course in the organic power drink segment," explains Mario Fürst, founder of Kloster Kitchen.



"INTRO sees itself as a turbo to help young companies move from startup to sustainable profitability through expert support and liquidity. When a product like Kloster Kitchen is ready for the world market, we look for partnerships with internationally positioned companies, as in this case. We can think of no better partner for this than Eckes-Granini," explains Hans Rudolf Wöhrl, owner of the INTRO Group.

Further information about Kloster Kitchen:

<https://www.klosterkitchen.com>

Further information about the Eckes-Granini Group:

<https://www.eckes-granini.com>

About Kloster Kitchen

This tuber rocks! On a journey to the roots of good taste, company founder Mario Fürst came across the ginger tuber. And on a recipe handed down from the monastery kitchen. The brand name Kloster Kitchen is also derived from this. The secret of the company from the metropolitan region of Nuremberg: thanks to a processing method developed in-house, the tubers are neither crushed nor pressed nor ground. Thanks to the real ginger pieces, the valuable active ingredients and trace elements are retained in the best possible way and ensure a unique taste experience. The products are 100 percent BIO and 100 percent vegan. They come with zero percent refined sugar, zero percent colorings and preservatives, and zero percent artificial flavors. Kloster Kitchen convinces - in the truest sense of the word - with excellent taste: The company first won the "German Innovation Award 2020" with its ginger shot soft drink and then received two awards at the "German Brand Award 2020" for its brand work and brand positioning.

About the Eckes-Granini Group:

Eckes-Granini is the leading supplier of fruit juices and fruit beverages in Euro-pa. For the independent family-owned company headquartered in Nieder-Olm, Germany (Rhineland-Palatinate), the focus is on committed and competent employees, strong brands in the areas of juices, fruit beverages and smoothies, and a long-term strategic orientation with sustainable value creation. Today, Eckes-Granini operates mainly in Europe with its own national companies and strategic partners and generates annual sales of 921 million euros with a total of 1719 employees. The company's foundation is formed by the internationally renowned premium brands granini and Pago together with strong national and regional brands for juices and fruit beverages. Consumers in 80 countries worldwide and especially in Europe know and appreciate our fruit juices and the variety of fruit beverages.



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